

State of California
Department of Consumer Affairs
Bureau for Private Postsecondary and
Vocational Education

*"To protect and serve the needs of students
attending private postsecondary educational institutions."*

Strategic Plan

July 9, 2005



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State of California

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Bureau for Private Postsecondary and Vocational Education**

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Our Mission

To protect and serve the needs of students
attending private postsecondary educational institutions.

Our Vision

To become the recognized model for student and consumer protection.

Our Values

To effectively regulate private postsecondary educational institutions, the Bureau depends on the ability to:

- Serve our stakeholders in a timely manner with committed, knowledgeable and well-trained employees.
- Provide prompt and fair investigation of violations of the law.
- Educate consumers so they are capable of making informed decisions in a complex and changing educational marketplace.
- Create productive partnerships with consumers, licensees, businesses and other regulatory bodies.
- Explore opportunities to automate and streamline processes so that they are user friendly for stakeholders.

Goals and Objectives

The Bureau for Private Postsecondary and Vocational Education developed the following strategic goals for 2005 - 2007. All goals will be reevaluated and adjusted, as necessary, to meet business needs.

Goal One:

Strengthen efforts to protect consumer and student rights.

- 1.1 Implement an effective enforcement program.
- 1.2 Enhance complaint-handling procedures.
- 1.3 Review and make recommendations for revisions to the Private Postsecondary and Vocational Education Reform Act.
- 1.4 Establish partnerships with accrediting, state, and federal agencies.
- 1.5 Enhance the Bureau's Web site.

Goal Two:

Improve the Bureau's institutional approval process.

- 2.1 Assess existing approval processes within each program to identify obstacles that create backlogs.
- 2.2 Review policies and procedures and ensure consistency in their application.
- 2.3 Educate industry on the application process to reduce submittal of incomplete applications.
- 2.4 Develop baseline and performance measures for key aspects of the approval process.
- 2.5 Establish a system to continually assess industry satisfaction with the Bureau's approval process.

Goal Three:

Enhance relationships with stakeholders.

- 3.1 Improve the exchange of information with other agencies and associations.
 - 3.2 Meet regularly with stakeholders to discuss issues of concern and obtain feedback.
 - 3.3 Increase education and outreach activities to high school and private postsecondary students.
 - 3.4 Evaluate industry oversight by other state regulatory agencies to reduce overlap and improve the Bureau's effectiveness.
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Goal Four:

Enhance the Bureau's organizational structure.

- 4.1 Restructure the organization of the Bureau to improve efficiencies and delivery of services.
 - 4.2 Increase staffing resources to improve productivity of the Veterans' Title 38 Program and meet contractual obligations.
 - 4.3 Establish a performance improvement team to assess enforcement processes.
 - 4.4 Develop baseline and performance measures for key aspects of the Bureau's enforcement program.
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Goal Five:

Improve the Bureau's information technology reporting and tracking capabilities.

- 5.1 Upgrade the Bureau's information technology system (i.e. Schools Automated Information Link or SAIL).
- 5.2 Train staff on reporting features of SAIL to better monitor program outcomes.